IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with <u>underlining</u> and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please AMEND claims 1, 14, 22, 28 and 32 and CANCEL claims 20, 21,23-25, 30, 31, 35 and 36 in accordance with the following:

1.   (CURRENTLY AMENDED) An advertisement distributing method of a server providing advertising information, comprising:

receiving, ~~by the server,~~ user-specified information about an advertisement medium person having goods on or with and a retrieval condition of goods from a portable terminal device of a consumer, <u>said receiving being at the server connected with said portal terminal device of the consumer</u> through a network;

specifying, ~~by the server,~~ the advertisement medium person corresponding to the received user-specified information based on user specified information of a plurality of advertisement medium persons stored in a storage device in advance, and retrieving, from the advertising information of a plurality of goods stored in the storage device, advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person, <u>said specifying and said retrieving being executed by the server</u>; and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network; wherein

the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to the server via the network.

2-13.   (CANCELLED)

14.   (CURRENTLY AMENDED) A ~~computer-executable~~ <u>computer readable medium</u> <u>having a</u> program <u>stored therein</u> for ~~realizing~~ <u>causing a computer to execute</u> operations,

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comprising:

receiving, by the server, user-specified information about an advertisement medium person having goods on or with and a retrieval condition of goods from a portable terminal device of a consumer, said receiving being at the server connected with said portal terminal device of the consumer through a network;

specifying, by the server, the advertisement medium person corresponding to the received user-specified information based on user specified information of a plurality of advertisement medium persons stored in a storage device in advance, and retrieving, from the advertising information of a plurality of goods stored in the storage device, advertising information of goods corresponding to the retrieval condition among goods associated with the specified advertisement medium person, said specifying and said retrieving being executed by the server; and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network; wherein

the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods on or with, and the portable terminal device of the consumer receiving advertising information connected to the server via the network.

15. (CANCELLED)

16. (PREVIOUSLY PRESENTED) The advertisement distributing method of claim 1, comprising:

receiving a user entry of the person having the goods on or with; and

distributing the advertising information about the goods obtained by said retrieving to a portable terminal device of the person, and requesting transmission of the advertising information or transmitting the advertising information between the portable terminal device of the person and the portable terminal device of the consumer.

17. (CANCELLED)

18. (CANCELLED)

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19.   (PREVIOUSLY PRESENTED) The method according to claim 1, wherein said user information comprises user-specified information, information designating whether or not an advertisement can be distributed, a term of distribution, and information designating access destination for advertising information.

20.   (CANCELLED)

21.   (CANCELLED)

22.   (CURRENTLY AMENDED) A advertisement distributing method of a server providing advertising information, comprising:

storing advertising information ;

accepting receiving, a user entry of from portable terminal device of a consumer through a network, plurality of user-specified information about an advertisement medium person having goods on or with, and storing user-specified information about the person who has gained the user entry, goods specified information designating goods the person has on or with, user-specified information about a consumer who has gained the user entry, and a profile of the consumer of the advertisement medium person and a retrieval condition of goods;

receiving user-specified information, the profile of the consumer and a retrieval condition of goods from a portable terminal device of the consumer;

identifying specifying the advertisement medium person corresponding to the received user-specified information and the profile based on data of user specified information and a profile information of a plurality of advertisement medium person stored in a storage device in advance, and retrieving from advertising information of goods corresponding to the retrieval condition among goods associated with the advertisement medium person identified specified and the profile of the consumer;

obtaining advertising information matching the profile of the consumer based on the retrieval result; and

distributing the obtained advertising information to the portable terminal device of a consumer obtained by said retrieving, and

distributing the advertising information obtained by said retrieving

wherein the advertisement distributing method is used with an advertising providing system having a portable terminal device of the advertisement medium person having the goods

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~~on or with, and the portable terminal device of the consumer receiving advertising information connected to a server via a network.~~

23-25. (CANCELLED)

26.   (PREVIOUSLY PRESENTED) An advertising information delivery method for use with a server device, comprising:

receiving from a portable terminal device of a consumer via a network a reviewing request, which contains user identifying information of persons having goods on or with said persons and goods search conditions;

determining, based on information about the persons, an advertisement medium person having user identification information corresponding to the received user identifying information,

finding from the storage unit, advertising information of goods conforming to the received goods search conditions among the goods associated with the advertisement medium person; and

delivering the found advertising information to the portable terminal device of the consumer.

27.   (PREVIOUSLY PRESENTED) The advertising information delivery method for use with a server device and according to claim 26, wherein:

the user identifying information of the plurality of said persons is received a plurality of times;

the user identifying information which has been contained every time in the received user identifying information is determined; and

the advertising information of the goods conforming to the received goods search conditions among the goods associated with said person corresponding to the determined user identifying information is found.

28.   (CURRENTLY AMENDED) An advertising information acquiring method for enabling a portable terminal device of a consumer to acquire advertising information from a server device via a network, comprising:

receiving from other portable terminal devices, which are carried by persons having goods on or with, user identifying information of the persons;

obtaining an input of the consumer specifying goods search conditions;

transmitting to the server device, a reviewing request including the user identifying information and the goods search conditions;

specifying, by the server device, an advertisement medium person corresponding to the received user identifying information of said persons stored in advance, and retrieving advertising information of goods corresponding to the goods search conditions;

acquiring the advertising information of goods retrieved by the server device, said advertising information of goods corresponding to said goods search conditions, and

distributing the advertising information obtained by said retrieving to the portable terminal device of the consumer via the network, wherein the advertising information of goods corresponds to an advertisement medium person who corresponds to said user identifying information.

29.   (PREVIOUSLY PRESENTED) The advertising information acquiring method according to claim 28 in which:

the user identifying information is received from the portable terminal devices a plurality of times; and

the user identifying information and goods search conditions received a plurality of times are transmitted to the server device to determine said one or more of said persons.

30.   (CANCELLED)

31.   (CANCELLED)

32.   (CURRENTLY AMENDED) ~~The advertising information acquiring method according to claim 31, wherein~~ An advertising information acquiring method for a portable terminal device of a consumer acquiring advertising information from a server device via a network comprising:

receiving user identification information of a plurality of persons , each having goods on or with, from a plurality of portable terminal devices carried by said persons;

obtaining an input of the consumer specifying a profile for selectively determining said persons and a goods search conditions;

transmitting to the server device, a reviewing request which comprises the plurality of the

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user identifying information, the profile and the goods search conditions inputted from the consumer; and

acquiring the advertising information delivered from the server device, said advertising information of goods corresponds to an advertisement medium person who corresponds to said user identifying information and the profile;

accepting the input of the consumer comprising the profile for specifying said persons and the goods search conditions; and

transmitting the retrieving request comprises the plurality of the user identifying information, the profile and the goods search conditions to the server device.

33.   (PREVIOUSLY PRESENTED) A server device for delivering advertising information of goods to a portable terminal device of a consumer via a network, comprising:

a receiving unit receiving from the portable terminal device of the consumer, a reviewing request, which includes user identifying information of persons having goods on or with and goods search conditions;

a searching unit determining, , from information stored in a storage unit and containing user identifying information of plurality of persons, an advertisement medium person corresponding to the received user identifying information, and finding, from the storage unit, advertising information of the goods conforming to the received goods search conditions among the goods associated with the determined person; and

a delivery unit delivering the advertising information to the portable terminal device of the consumer via a network.

34.   (PREVIOUSLY PRESENTED) The server advice according to claim 33, wherein:

the receiver unit receives the user identifying information every time when the user identifying information being received by the portable terminal device of the consumer a plurality of times; and

the searching unit determines the user identifying information contained every time among the user identifying information received a plurality of times by the receiver unit and finding the advertising information of the goods conforming to the received goods search conditions among the goods associated with said person corresponding to the determined the user identifying information.

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35.   (CANCELLED)

36.   (CANCELLED)

37.   (PREVIOUSLY PRESENTED) A method of providing advertisement, comprising:

storing a predetermined advertisement on a portable terminal of a first user, said predetermined advertisement being transmitted from a provider of a product and identifying the product;

receiving user-specified information of the first user including a retrieval condition from a second user; and

retrieving said advertisement from the portable terminal of the first user responsive to receipt of the user-specified information and said retrieval condition from the second user and transmitting said advertisement to a device of the second user, thereby enabling the first user to provide said advertisement on behalf of the provider of the product.